

# Program Book Order Form

## 2014 APS–CPS Joint Meeting • August 9–13 • Minneapolis, MN, U.S.A.



The onsite Program Book will reach an enthusiastic and captive audience. The book will be repeatedly referred to by the registrants as their personal guide to technical and social activities. Program Book advertising is available to exhibiting and non-exhibiting companies.

### Closing Dates:

May 15, 2014

May 21, 2014

Advertising orders due for program book

Materials due for program book

### ■ Please reserve the following Program Book advertising pages:

#### Special Positions:

Back Cover (full-page 4C)..... \$2,000 **SOLD**

Inside Back Cover (full-page 4C)..... \$1,900 \_\_\_\_\_

Inside Front Cover (full-page 4C)..... \$1,950 **SOLD**

Section (full-page 4C)..... \$1,250 \_\_\_\_\_

☐ Bleed ☐ Non-Bleed

**Please indicate your preferred section and front or back page position.**

- ☐ Program Section ☐ Posters Section  
☐ Recognition Section ☐ Exhibition Section  
☐ Front ☐ Back

#### General Positions

Full-page 4C ..... \$1000 \_\_\_\_\_

1/2 page horizontal or vertical 4C ..... \$800 \_\_\_\_\_

Total \$ \_\_\_\_\_

### ■ Materials

☐ Repeat our ad that ran \_\_\_\_\_  
Year

☐ Our agency will furnish artwork and insertion orders (space charge is commissionable).

***Any changes or updates to ad materials will incur charges for APS staff time (\$75 minimum).***

### ■ Space reservation authorized by:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State or Province \_\_\_\_\_ Zip or Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

☐ Invoice company

☐ Invoice ad agency

Agency Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State or Province \_\_\_\_\_ Zip or Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

### Return to:

**Rhonda Wilkie**

**APS Advertising, Exhibits, and Sponsorship Coordinator**

The American Phytopathological Society

3340 Pilot Knob Road, St. Paul, MN U.S.A.

Telephone: +1.651.994.3820 • Fax: +1.651.454.0766

E-mail: [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

## Program Book Advertising Details

<b>Ad Size: Full Page</b> – 7" × 10" <b>Full Page Bleed</b> – 8.5" × 11" include additional .125 bleed 4-sides <i>(Note: for bleed pages keep text .75" away from gutter)</i> <b>Half Page</b> – 3.375" × 10" (vertical) <b>Half Page</b> – 7" × 4.875" (horizontal)  <b>Page Trim Size:</b> 8.5" × 11"	
<b>Section Page 4c</b> .....	\$1250
<b>General Position Full Page 4C</b> .....	\$1000
<b>General Position Half Page 4C</b> .....	\$800
<b>Back Cover Full Page 4C</b> .....	\$2,000
<b>Inside Back Cover Full Page 4C</b> .....	\$1,900
<b>Inside Front Cover Full Page 4C</b> .....	\$1,950

## ■ Printing Materials Requirements

**Medium:** CD

**Platform:** Macintosh

**Accepted Software:** Adobe InDesign CS, Adobe Photoshop CS, Adobe Illustrator CS

*Note: Pagemaker, Word, PowerPoint, Excel, and other office software is not accepted.*

When submitting Adobe Illustrator files, please vectorize (outline) all type.

All fonts used (both screen and printer) must be supplied with files.

**Accepted Graphic Formats:** .tif, .ai, .eps, and PDF

**Resolution:** 266 ppi minimum for black and white; 300 ppi for 4C ads.

**Proof:** Please supply high resolution proof. We cannot be responsible for final outcome if no proof is supplied.

The more documentation we receive from you, the better we can meet your expectations. A complete documentation packet will help ensure desired results.

## ■ Mechanical Information

**Printing:** Sheet fed offset

**Stock:** Cover printed on a 10-point enamel cover stock, coated two sides with 1.3 mil laminate on outside covers.

Inside text printed on 70 lb matte enamel.

**Binding:** Spiral bound.

To request a special position, contact Rhonda Wilkie at +1.651.994.3820.

